



THE CITY OF SAN DIEGO

Redevelopment Agency of the City of San Diego City Redevelopment Division

FOR IMMEDIATE RELEASE

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City to Hold Elections for Crossroads Redevelopment Committee *Community members encouraged to participate*

SAN DIEGO – On **Thursday, June 22, 2006**, the 15-member Crossroads Redevelopment Project Area Committee (PAC) will hold its annual election at the **College Avenue Baptist Church Third Floor Visitor Center** located at 4747 College Avenue. A candidate forum will be held prior to the election from 6:30 p.m. to 7 p.m. with the election following from 7 p.m. to 8:30 p.m. Interested members of the community are urged to participate as voters and as candidates.

The PAC is the official community organization that provides community input and recommendations on proposed redevelopment projects in the Crossroads area. The PAC is structured to have equal representatives from local renters, home owners, businesses, property owners, and community organizations. Six seats are open for election: two Residential Tenant seats, three Business Owner seats and one Community Organization seat.

Candidates and voters must be at least 18 years of age and meet at least one of the four following requirements: live in the Crossroads Redevelopment Project Area, or own a business or property located in the Project Area, or be the designated representative for a Social Service Organization or a Civic/Cultural Organization serving within the Project Area, or be the designated representative for a community planning group serving within the Project Area.

To register as an eligible candidate, one must be 18 years of age, complete a Candidate Registration Form and submit it to the Redevelopment Agency (by mail, FAX, or in person) with proof of eligibility to the Redevelopment Agency of the City of San Diego, 600 B Street, Fourth Floor, San Diego, CA 92101 or FAX 619-533-5250 by **Thursday, June 15 at 5 p.m.**

To register as an eligible voter, participants must come to the College Avenue Baptist Church on the day of the election with proof of eligibility for the voting category. Detailed registration and eligibility information is available on the City's web site at www.sandiego.gov/redevelopment-agency/crossroads.shtml or by contacting Crossroads Redevelopment Project Manager Tracy Reed at (619) 533-7519.

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The Crossroads Redevelopment Plan was approved by the San Diego City Council in May 2003. The project area encompasses 1,031 acres and the redevelopment plan focuses on the revitalization of properties along El Cajon Boulevard, University Avenue, Streamview Drive, and College Avenue and the residential neighborhoods of Chollas Creek and Fox Canyon, and development of the Resource Based Parkland at Chollas Park.

Recently, the Redevelopment Agency of the City of San Diego approved a Disposition and Development Agreement (DDA) with CentrePoint, LLC to create a \$110 million, 312-unit, mixed-use project which will include market rate and affordable housing units. The agreement marks the first major project to begin construction within the Crossroads Redevelopment Project Area and will serve as a catalyst to attract future public and private investment to the Project Area.

Under California law, the Redevelopment Agency has the responsibility to eliminate blight, revitalize older neighborhoods and create attractive areas for additional investors. Blight consists of the variety of social, physical environmental and economic conditions within an area that cause a reduction of, or lack of proper utilization of that area, which act as barriers to new investments by private enterprise.

As offices, industries, services and shops leave deteriorated areas, the jobs and dollars that would have been spent there are lost. Through redevelopment, a project area receives focused attention and financial investment to reverse deteriorating trends, create jobs, revitalize the business climate, rehabilitate and add to the housing stock, as well as gain active participation and investment by residents.

For questions about the Crossroads Redevelopment Project Area call the Redevelopment Agency at (619) 533-4233 or visit the City's web site at www.sandiego.gov and type "Crossroads" as the search term.

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*The City of San Diego Redevelopment Agency eliminates blight from designated areas, as well as achieves the goals of development, reconstruction and rehabilitation of residential, commercial, industrial, and retail districts. Redevelopment is one of the most effective ways to breathe new life into deteriorated areas plagued by social, physical, environmental or economic conditions that act as a barrier to new investment by private enterprise. **The City of San Diego Redevelopment Agency consists of three divisions: the City Redevelopment Division** (housed in the City of San Diego's City Planning and Community Investment Department), the **Centre City Development Corporation** and the **Southeastern Economic Development Corporation**.*